

THE TRANSLATION PROCEDURES OF INDONESIAN CULTURAL WORDS USED IN THE ENGLISH VERSION OF “WONDERFUL INDONESIA” TOURISM WEBSITE

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ABSTRACT

This study investigated the types of Indonesian cultural words, translation procedures of Indonesian cultural words, and the quality of Indonesian cultural word translations used in the English version of “Wonderful Indonesia” tourism website. Based on the assumption that there may be several procedures to transfer the complex cultural words, this study employed qualitative descriptive research. There were two techniques to collect the data: text analysis including cultural words in SL (source language) and TL (target language) and translations quality assessment (TQA). The cultural words were identified by using theory of Newmark (1988), Flahov and Florin (1980), and Davies (2003), the translation procedures were based on Newmark (1998), and the translation quality from Larson’s categories (1984) and Barnwell’s indicators (1992). The findings showed that seven types of cultural words were found on this tourism website, such as toponym (28%); organization, custom, ideas (22%); material culture (20%); ecology (18%); social culture (9%); ethnic (4%); and gestures and habit (0%). 12 translation procedures were applied by translator, namely: couplets (37%), transference (22%), shift or transposition (10%), descriptive equivalence (8%), through translation (6%), recognized translation (4%), notes (4%), synonymy (4%), expansion (2%), reduction (2%), cultural equivalence (1%), and functional equivalence (0%). Furthermore, the cultural word translation quality was excellent at range 3.78 of 4 in terms of accuracy, clarity, and naturalness. Thus, it is suggested that we can use various translation procedures to attain excellent cultural word translations.

Keyword: *translation procedure, cultural words, quality, TQA, tourism website*

ABSTRAK

Studi ini meneliti jenis-jenis kosakata budaya Indonesia, prosedur penerjemahan kosakata budaya Indonesia, dan kualitas terjemahan kosakata budaya Indonesia yang digunakan di dalam versi bahasa Inggris website pariwisata “Wonderful Indonesia”. Dengan didasari asumsi akan adanya beragam prosedur untuk diaplikasikan pada kata budaya, penelitian ini menggunakan studi kualitatif deskriptif. Terdapat dua teknik pengumpulan data: yaitu analisis teks mencakup kosa kata budaya dari bahasa sasaran dan bahasa target dan penilaian kualitas penerjemahan. Kata budaya diidentifikasi berdasarkan teori Newmark (1988), Flahov and Florin (1980), dan Davies (2003), prosedur penerjemahan berdasarkan

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Newmark (1998), dan kualitas penerjemahan berdasarkan kategori dari Larson (1984) dan indikator dari Barnwell (1992). Hasil penelitian menunjukkan bahwa terdapat tujuh jenis kata budaya yang ditemukan dalam website pariwisata “Wonderful Indonesia”, yaitu jenis toponimi (28%); organisasi, budaya, gagasan (22%); budaya materiil (20%); ekologi (18%); budaya social (9%); etnik (4%); dan gerak tubuh atau kebiasaan (0%). Untuk menerjemahkan jenis-jenis kata budaya tersebut, telah digunakan 12 prosedur penerjemahan, diantaranya kombinasi (37%) sebagai prosedur yang paling sering digunakan oleh penerjemah. Kemudian diikuti oleh transferensi (22%), substitusi atau transposisi (10%), ekuivalensi deskriptif (8%), terjemahan standar internasional (6%), terjemahan yang diakui (4%), catatan (4%), sinonimi (4%), ekspansi (2%), reduksi (2%), ekuivalensi budaya (1%), dan ekuivalensi fungsi (0%) sebagai prosedur penerjemahan yang kurang sering digunakan. Kualitas terjemahan kata budaya secara keseluruhan dinilai dengan skor 3,78 dari skor 4. Skor tersebut menunjukkan terjemahan kata budaya di website pariwisata “Wonderful Indonesia” dinilai “sangat baik” dalam hal keakuratan, kejelasan, dan kealamiannya. Maka, seharusnya kita dapat menggunakan beragam prosedur terjemahan untuk memperoleh kualitas terjemahan kosa kata budaya yang baik.

Kata kunci: *prosedur penerjemahan, kata budaya, kualitas, TQA, website pariwisata*